

"ALL THIS AND MONEY TOO!"

You Can Grow Orchids For Fun—For Profit—Or BOTH!

It was Dorothy Baxter who said it, three years after she so cautiously, yet hopefully, placed her first Orchid plant over a tray of moist pebbles by the window.

Long before the first year had ended, she discovered that she not only could grow and bloom Orchids in her home, but that her fascinating new hobby would do a bit better than "pay its way"—in spite of the fact that most of her first profits were invested in additional plants.

But now she has definitely "gone commercial" and is making a better living with less work than she made in the old days of "pounding a typewriter."

Reminiscing, after showing off her Orchids to Mrs. Ryerson and me, she said: "What I can't get over is the way *Orchids* have changed my whole life; got me out of the rut I was in; enlarged my circle of personal friends . . . Why, some of the nicest people I know I would never have met, if it hadn't been for Orchids! . . ." With a sweeping gesture toward their neat new home, greenhouse and laboratory, she added with a laugh:

"All this and money too!"

You Can Earn Money With Your Orchids!

"I don't have a greenhouse," you say. Neither did she. She had no knowledge of Orchid growing and no equipment. Just a pair of windows that let in plenty of light. She placed an old telephone stand in front of those windows. On it she put a pan of moist gravel in which the water was never allowed to come within an inch of the surface. And there she set her one Orchid plant.

At the time, she had no thought of ever owning more than a half dozen plants, and not even in her wildest dreams did she entertain the possibility of earning a good living by growing Orchids!

All she *hoped* was that the one plant would live, grow and bloom again for her. (She had bought it in bud, at an Orchid Show, you remember?) No one she knew had ever owned an Orchid plant. Her friends chided her for her extravagance, spending ten dollars for something "that will just die anywhere but in the tropics or in a hothouse!" Her husband was the worst skeptic of all!

So, if you start an Orchid growing project in your home, expect criticism or ridicule from relatives and neighbors, but pay no attention. Those who now chide or deride, will one day respect and admire your results, or try to borrow money from you.

How Should You Start?

If you've never had an Orchid plant, the best thing to buy in beginning is a mature, blooming size *Cattleya* in a pot, with buds already growing in the bloom sheath. Why?

When the average person says "Orchid" he means "*Cattleya*." It's the kind the florist sells when you order an Orchid corsage. It is the easiest plant to grow, and the toughest to kill by the mistakes you make while learning.

It is easier to handle a mature plant, already growing in its pot, than tiny seedlings, or back bulbs, or plants out of pots that some companies ship to the inexperienced growers, expecting them to follow the briefest instructions about potting.

Most important of all, a plant with buds already in the bloom sheath is certain to flower for you within a few weeks of its arrival, not only giving you the encouragement you need, but stopping those know-it-all critics who declared: "And you're going to have to wait seven years for it to bloom!"

One lonely widow lady, 72 years young, wrote from Chicago:

"I haven't had so many of my friends visit me in the past twenty years as during the three weeks since my Orchid has been in bloom!"

Probably you won't even want to sell one of your first blooms, but just enjoy it and let your friends enjoy it. A florist offered to buy one of the two blooms on the widow's first plant, but she couldn't bring herself to cut it. "I think I would as soon have cut off my own arm!" she laughed.

How To Sell That First Bloom

But suppose that, just to encourage yourself and prove to some skeptic that you can do it, you do try to sell one of those first two blooms (I keep saying *two* because that's average for a ten dollar, medium sized *Cattleya* plant to first produce.) How shall you go about it? Shall you cut the flower, put it in an Orchid tube, and carry it to

your nearest florist? Then timidly ask him how much he will pay for it?

That's the poorest possible way to start, for several very sound reasons. First, unless the florist already happens to have an order for an Orchid, and had been unable to get one from his nearest wholesale house, he simply is not in the market. Few florists regularly stock Orchids unless they already have orders for them, or unless there is some big occasion coming up that they know will call for Orchids.



CORSAGE MAKING

Step two. Cover wired stem with floral tape and continue taping wire ends. Coil wire ends or spiral them over a pencil. Gently bend stem so flower faces front. Tie on bow.

Second, even if you happen to catch him at the very moment when he needs an Orchid desperately, he is going to be suspicious, wary and cagey; and he will attempt to buy your Orchid as cheaply as he possibly can.

"How long has it been cut?" he'll ask. "Has it been hardened? Did you load and chill it promptly? How long was it in the refrigerator? It doesn't look to me like it has very good substance . . . maybe you cut it before it was ready!"

He'll probably go on and ask how many plants you have and if he can depend on getting a bloom from you the next time he needs one. When you admit that, so far, you own *one* plant and haven't had it very long, he will continue to disparage it with, "It's pretty, but not really a top-notch commercial flower. I shouldn't do it, but if you want to get rid of it, I'll take it off your hands for a dollar . . ." He will look way down his nose at it, as though he expects insects to come crawling out of the throat.

By this time you are so angry and frustrated that you hurry out with your precious Orchid before you lose your temper.

It Pays To Buy A Corsage First

Until you have enough plants and know how to handle the blooms, as well as what prices they should bring in your neighborhood, it is best to stay away from the florists except for *survey* purposes.

Dorothy Baxter bought an Orchid from a nearby florist before she ever tried to sell her blooms. She bought it because a plant she had been counting on to provide her with an Orchid for a certain occasion was late flowering, but she was glad later that she had made the purchase. It gave her a chance to study the way the florist had made up the corsage; the size and substance of the flower, its keeping qualities, etc., in comparison with her own.

She even had it photographed, with a ruler behind the bloom to show the width of the petal spread. All these details, including price paid and date of purchase, were recorded in her *Orchid Diary*.

Later those details served her very well, when the same florist tried to use the old "squeeze tactics" to buy a bloom cheap.

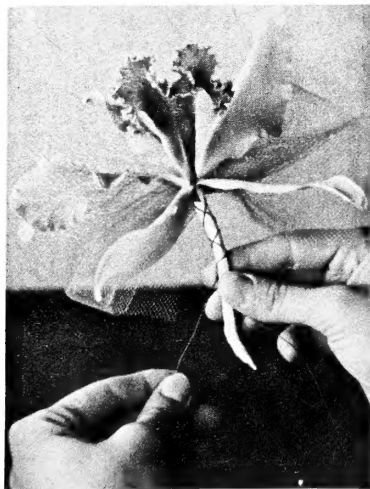
"This flower's a bit small," she complained. "I don't think I can get my quoted price for it."

The flower measured one-half inch larger than the one for which Dorothy had paid the regular price.

"Yes, but you bought that for a holiday, didn't you?"

Date of purchase and the invoice showed differently.

"Well, okay, I don't want to haggle . . ." They never want to haggle unless they are sure they have the upper hand.



CORSAGE MAKING

Step One. Twist net bow in loop of wire, back of flower and wire stem from top to tip. Stem can be taped before wiring for extra strength.

Let's Sell Corsages

When you still have relatively few flowers for sale, you can do much better by selling them in the form of corsages. That doesn't mean you must pay rent on an expensive shop downtown and run an ad in the newspapers. Your only additional investment is for some ribbon, wire, floral tape and corsage pins.

The only "ad" you need is yourself (or some member of your family) wearing one of your Orchid corsages to a gathering where you have a chance to circulate among women friends (and among their husbands and boy friends).

"Oh, look who's sporting an Orchid! Some class!" exclaims an envious woman friend. And if she hasn't yet heard you are growing them, "Your husband must have had a raise, or hit the jackpot or something! Orchids are expensive!"

You may or may not choose that moment to brag about having grown it yourself, but later on you *do* get the idea across to the lady's husband, son or friend. You also plant the seed of the idea that he might like to make a hit with her by buying her such a corsage, and tell him how much it will cost him.

Don't Undersell Orchids

If you do, you won't increase your profits by selling more corsages; you'll just cheapen your product.

Maybe you can't command *quite* as high prices as the florist does, for you are just learning and techniques improve with practice, but if you find that your nearby florist never sells a Cattleya Orchid corsage for less than ten dollars, you should get at least seven-fifty for a comparable corsage—one medium sized flower simply made up with wire, tape and ribbon bow. The price goes up if the flower is huge, or unusual in any way: color, shape, extra heavy substance, etc. It nearly *doubles* in price if you use two good-sized blooms in the corsage; nearly triples if three such blooms are used. Two *small* blooms in a corsage sell for the price of one large.

But you have other talking points in your favor besides "It won't cost as much as *LA PETITE FLOWER SHOPPE* would charge."

First, you can guarantee your flowers are fresh, which means they should outlast any that have been in a florist's refrigerator two weeks or more. (Most florists haven't the slightest idea how long blooms were refrigerated before coming from the wholesaler!)

Second, if you are selling the husband of a VERY good friend, you can play up the personal angle:

"I've seen the gown Bea bought for the Club dance. It's a dream! I've got an *Orchid* and some lacy silver ribbon that will be just *THE* finishing touch! She'll think you're the sweetest, dearest, most *observing* husband any woman ever had!" (When the average, well meaning but blundering husband decides to "surprise" his wife with an Orchid, all too often he is the one who's surprised to discover he should have made subtle inquiries about what the lady planned to wear for the occasion!)

But if he's not the type to take an interest in women's clothes, he feels awkward and far from subtle. He's more apt than not to end up in the doghouse, like this:

"Why the sudden interest in my clothes? Were you ashamed of the way I looked at the Installation Dinner? Then suppose you fork over the money for that dress in Kramer's window I decided was too expensive for our clothes budget!"

See how you can save him grief? You can find out what the lady is wearing without getting her the least bit suspicious. Women love discussing clothes with their "girl friends." In fact, next to mutual criticisms of husbands' shortcomings, it is perhaps the favorite topic.

Presenting flowers to a lady—whether she's his wife, mother, sister, daughter or current heart-beat—should always prove to be a pleasant experience for a man, giving him a feeling of satisfaction and pride, so he pats himself on the back and tells himself:

"That was worth every cent it cost! I must remember to do it again on her birthday!"

But chances are he won't remember, unless you remind him!

You'll not only be making another sale, but the man will be eternally grateful, and you will have instilled in him the corsage-buying habit, which too many rush-rush American males lack!

Keep An "Important Date" Diary

Even if you use nothing for the purpose but a dime store notebook make a place in it for every day in the year! A date that is not important to your embryonic business *this* year may become vitally important next! If possible, index it for easy reference. Then keep looking ahead. You don't want to wait for THE DAY before reminding John Jones of his anniversary.

He should be at his office, you decide, and this is about the usual coffee break time, so you reach for the phone:

"John, do you have time to talk to me about your anniversary, or would

it be better if I call you back?" Be diplomatic. Don't say, "I hope you haven't forgotten your anniversary is next Wednesday!" Or, "I thought I'd better remind you . . ." Even if it's true.

He looks at his calendar. "Gosh, Dotty, it is less than a week away! Thanks for reminding me . . . I've been so crowded . . . I'll try right now to get reservations at the Malabar. Do you have a super-duper Orchid? Nice as the one you fixed up last year?" Then, chuckling, "You made a 'marked' man of me, Dotty, when you sold me that first Orchid. Or maybe I should say a 'marked up' man. Once a wife's had an *Orchid*, any lesser kind of flower seems like admitting your affection's cooling or your business is on the skids."

Sounds easy? It is, once you have the "vital statistics" and have learned the correct approach. Notice, he didn't even *ask* the price. So if you think a two-bloom corsage is going to make a bigger hit, go ahead! I doubt if the guy will even wince when he gets the bill. It will just make him feel proud and prosperous.

Why Don't Florists Do It?

A very few do. Some even have part time employees who never leave their own homes, doing all their flower-selling by telephone and strictly on a commission basis. One of our acquaintances put her son through college on her corsage commissions.

Others try it for a while, during a dull period. Then, when they are rushed with the big money-makers, i.e., weddings, and funerals, they forget it, which does more damage than good.

The executive-type business man who has come to *depend* on the florist to remind him of those *important dates* is in the "doghouse" worse than ever, if she gets rushed and forgets the date herself!

How Many Plants Will You Need

to take care of those special occasion customers?

Who knows? If others who started conservatively have set any precedent, eventually you will need a hothouse to accommodate all the plants!

But the initial investment, before you *START* making money, need not be large. Let's say you don't feel like spending more than fifty dollars until you get the knack, and see how it's going to work out.

Well, for goodness sake, don't waste your fifty dollars on an advertised "course" in Orchid growing! Especially not on one that presumes to show you how to grow "all kinds" of Orchids on your one and only card table. The mature, blooming-size CYMBIDIUM plant, mentioned in the advertising of one such course, would occupy three-fourths of your card table before reaching blooming size. And then it *wouldn't*, unless your home is much too cold for your comfort. Because the Cymbidium is one of the "Cool house" varieties that requires temperatures about fifty degrees when the plants start to make up their spikes!

You will get all the growing information you need in my Folder, for which you already may have paid a dollar. Practice, experimenting, and the occasional chance to examine a professional corsage, will teach you a lot more about corsage making than any book.

"How Can I Get The Most For My Fifty Dollar Investment?"

Spend it for six, fully mature, blooming size Orchid plants that are not only well established and growing in their pots, but each has buds already formed in the bloom sheath!

"But then they'll all be in bloom at once and I won't have any blooms again for a long time!" you protest.

No, they won't. That's the beautiful part of my "ALWAYS AN ORCHID IN BLOOM" plan. For a succession of blooms, the plants in bud are shipped to you—not all at the same time—but one or two a month, according to your needs, and they come into full bloom for you in approximately two weeks after you receive them.

Those first six plants for fifty dollars (not including shipping charges) should provide you with a minimum of twelve blooms the first time they flower for you. If all are sold in the form of corsages, they should gross a minimum of \$60.00. (Don't cheapen Orchids and belittle your own prestige by selling an Orchid corsage for less than \$5.00!)

Thus you have earned back your original investment, with the extra ten dollars applying on shipping charges and corsage materials, AND YOU OWN THE SIX PLANTS FREE AND CLEAR!

If you have moderate success in growing the plants, they should each develop TWO new leads for their next blooming period, and if each new lead produces a minimum of two flowers that are made up and sold as five dollar corsages, they will bring you at least \$120.00

Please notice I am being most conservative, talking *minimum* production and *minimum* prices all the way. Many leads produce three or four good-sized flowers instead of two. Many corsages can be sold for ten or fifteen dollars as easily as for five.



COMPLETED CORSAGE

Pin it at shoulder or waist, so beauty of flower shows off to best advantage. Order Corsage Kit from me, with ribbons, wires, pins, etc., for ten or more corsages: \$3.00.

What I'm striving to put across is that, with even a *modicum* of success, I don't see how you can fail to do a bit better than "break even" right from the start! And with a much smaller initial investment than required in almost any other business venture you can name!

Most of the people who have been putting this plan into practice for a year or more have re-invested a good share of their early profits in additional plants to make sure they'll have Orchids in bloom all the time.

Finding that, during certain months the demand for their corsages is much higher than in other months, they buy EXTRA plants in bud for those peak months. For example, one of my Plant-A-Month customers (a gentleman, if you please! . . . some of the best florists are men!) had three weddings come up in June, so he ordered three white hybrids in bud, two single-lead plants, and one double-lead. The three plants cost him fifty dollars, for good white hybrids are more expensive, especially in June.

But So Are Wedding Corsages More Expensive!

Three of the flowers went into *one* elaborate bride's bouquet with streamers, and that one brought him the return of his fifty-dollar investment! And he still owns those three nice, white, June blooming hybrids! He also has the forty dollars paid for his other two wedding corsages.

Where else can you invest fifty dollars and have it double, triple or quadruple itself the first year, while the product in which you invested provides the means for doing *twice* as well the second year?

Of course, you need not start in such a conservative way if you have the means, confidence and ambition to start with a more elaborate set-up. If you are sure you can sell enough corsages to use the blooms from two, three or four plants per month instead of just one, then you'll find your profits are proportionately greater. It's up to you to figure how many plants your facilities can accommodate, and how good you are at promoting the *flower buying habit* among the folks you know.

Don't Overlook Any Bets!

You may be surprised to learn that some of the least likely looking prospects will turn out to be your most reliable customers. For example, would you think a big, overalled, cigar chewing Railroad Engineer would be apt to be in the market for Orchids, or could be sold on the idea!

Neither did Mrs. Ryerson, until it happened.

More often than not, she is the errand girl who takes our shipments of plants to the local express station. It's the end of the line, has only one train a day, so of course she became acquainted with most of the regular personnel. On special occasions, she gives the lad who helps unload the packages an Orchid corsage for his wife or mother.

She always presents these gift Orchids in a cellophane-top box or corsage bag, so the trainmen look and admire. Carl's enthusiastic reports help do the "selling."

"My wife sure got a lot of mileage out of that Orchid, Mrs. Ryerson," he reported, where the trainmen could hear. "Do you know she wore it to church three Sundays in a row and it's still pretty?"

That did it. The engineer said sort of sheepishly, "My wife's never had an Orchid, and she's got a birthday coming up in a few days. How much would an Orchid like that cost me? I never have a chance to go shopping for flowers . . ." (Actually, he probably never thought of it!)

Now the rest of the train crew have followed suit! For every special occasion, Orchid corsages are delivered to the train . . . along with the usual packages of plants. And if the train is late, so that they miss seeing Mrs. Ryerson when they want to place an order, they call her up and tell her what they want and when.

This is just *one* group of American men no one had ever tried to *sell* on the importance of flowers, i.e., the flower buying habit.

At a recent Orchid Show, nearly 10,000 women visitors were given cards that asked a simple question: "When did you have your last Orchid corsage?"

When the cards had been collected and tabulated, the Show committee was amazed to learn that only two out of every hundred women had *EVER* worn an Orchid!

These were the results at an ORCHID SHOW, where everyone had to pay a dollar to *LOOK AT ORCHIDS!* What would the results have been if taken in the Super Market?

All this should give you some faint inkling of what a clear field you have. Far from being over-crowded, it hasn't even been scratched! I'll venture to say that *no one* in your community is making any special effort to sell Orchids.

Take a pencil and paper and start listing every woman you know who probably would be thrilled to have an Orchid to wear to some special event.

Now, next to each woman's name, list the name of whomever is nearest and dearest to her, who could AFFORD to give her an Orchid.

What soap powder or detergent do you use? Probably you are well satisfied with some certain brand, but what FIRST sold it to you? Chances are you did not just "happen" to think it would be good. It was SOLD to you by some form of advertising.

When you consider how many brands of soap powder are on the market

and how terrific the advertising competition must be, you wonder why most of the companies don't go broke. The same is true of cars, radios, T.V. sets, furniture, clothing, etc., etc.

But have you ever seen or heard of any advertising that attempted to sell you some special kind of Orchid? Or that stressed Orchids at all? The only national advertising for *flowers* is an occasional "Flowers By Wire"! Few of these ads mention or feature Orchids.

With such a clear and uncharted field, and assuming YOU are sold on the basic idea, I don't see how you can fail. Even though I have been accused of looking at everything through "Orchid colored glasses" I think you will find these plain facts bear me out.

"Couldn't I Also Sell Plants?"

You not only could, but you probably will. The average mature Orchid plant doubles in size within two or three years, when it should be divided and repotted in two pots. Unless you have unlimited space and facilities, you soon would find yourself with more plants than you could accommodate, so you will sell established divisions of your plants.

When a plant that originally cost ten dollars divides equally into two, you then have *two* ten dollar plants. If the original plant cost you twenty dollars, you have *two* twenty-dollar plants.

Don't cheapen your own collection by selling a division of any plant for less than you paid "just to get rid of it!" If *that* is all you want, you would do better to GIVE the plant to someone you know will appreciate and take care of it, and who would help you publicize Orchids!

The best time to sell any mature plant is when it is in bloom or in bud, and when you know your potential customer has some immediate use for it. For example, when an occasion like MOTHER'S DAY approaches, try to

limit your plant sales to those that won't be *quite* fully open, or you'll not have any corsages to sell! Good sales points are, "She'll have the fun of watching them open" and "Since they're not even open yet, they'll remain in bloom on the plant twice as long!"

Other Uses For Orchids

When florists buy Orchids it's only for corsages. They never seem to realize they can be used in any other way, such as in arrangements and in funeral pieces. So you have a clear field here, too, if you have more blooms than your corsage trade can consume.

Ever hear of a pillow corsage? It's for someone who is ill, and perhaps already has so many gifts of cut flowers that the nurse can't find vases enough for all of them.

A pillow corsage is made up of one or more Orchids in an Orchid tube, with some sprigs of fern or other greenery, the tube hidden by a big bow of ribbon, and a corsage pin provided for the purpose of pinning this arrangement where the patient can see it—usually on an extra pillow, propped against the wall or at the foot of the bed.

It doesn't require much room, the water can't spill out, and usually it brings so much more *visitor admiration* than all the huge baskets and vases that it makes the patient feel proud and happy to have "rated" such a gift!

Then there are those annual dinners and banquets that are such a trial to the *Floral Arrangements Committees*. How to use flowers that are attractive, in such a manner that they don't require much space or stand up too tall?

Give The Humble Potato Glamour

Mrs. Ryerson has solved this problem for the *Rotary Ann*s more than once, and with the simplest "accessories" imaginable: potatoes, plastic "Aqua-pics" and asparagus fern!

Cut an Irish potato in half, placing cut side down in a shallow dish or on a lace paper doily. Stick the stem ends of fern fronds into the improvised flower holder. The pointed end of the plastic aqua-pic, holding an Orchid, is then inserted into the potato. The fern hides everything but the nestling flower, which it compliments and enhances. A long banquet table can accommodate six or more arrangements, and they provide an exciting "conversation piece" for guests who arrive early and are waiting to be seated.

Orchid jewelry, hair-dos and hats require quite a bit of practice. They also require other kinds of Orchids than large Cattleyas, but they can be sold and, if you happen to meet up with the right customer, for fabulous prices.

For example, before Easter both Mrs. Ryerson and our secretary, Nellie, decided they would wear Phalaenopsis hats to church. They used silver coated wire and silver "Lacelon" for the framework, then completely covered the hats with Phalaenopsis blooms. Nellie's were white; Mrs. R's were pink. (Page N tells about Phalaenopsis Orchids.)

Nellie was so pleased with hers that she couldn't wait for Sunday morning and decided to get a preview showing out of it Saturday night, when her husband took her out to dinner.

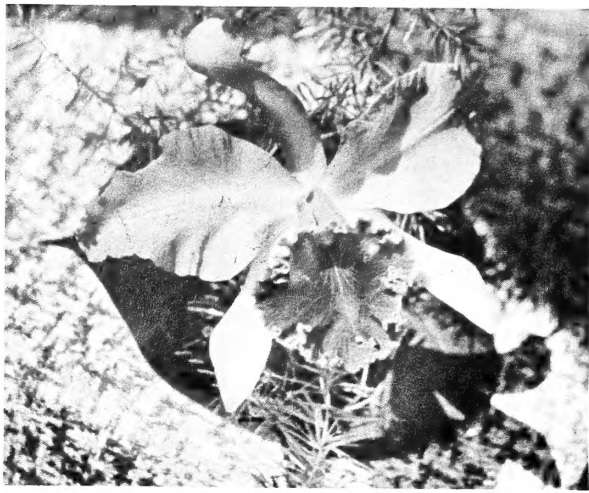
The Hat That Sold Itself

She created such a sensation you would have thought she was some famous movie star in disguise. A woman seated at the next table was so



ORCHID HAT

Make framework of covered floral wire, net, etc., and arrange small Orchids to best advantage before wiring in their places. Cut off stems and loop fine wire through the pollen capsules of the blooms themselves for easiest handling.



SIMPLE ORCHID ARRANGEMENT

with a foliage disguised half potato as flower-holder. Other inexpensive flower holders are sea shells, old perfume or shampoo bottles (well washed). A piece of floral clay will insure their staying upright on small plate or tray.

excited over it she couldn't seem to tear her eyes away. Finally the woman's husband came over and asked Nellie if she would consider selling the hat.

"I brought her to Florida to recuperate after a bad operation," he explained, "and this is the first time she's shown any signs of being really excited over anything. I know I've got a lot of nerve asking, but I'd give you twenty-five dollars for this hat!"

Nellie gasped. "I'm sorry," she said, "but my boss-lady helped me make it and gave me the material and Orchids. I just couldn't sell it!"

"Where is she? Can't I phone her and ask her if she'll make one for my wife?" Nellie gave him our phone number, and right after they had finished eating the couple contacted us and came out to our place. Then the third Phalaenopsis hat was designed and decorated that busy Saturday before Easter.

Since then Mrs. Ryerson has made other kinds of Orchid hats, using Vandas, Dendrobiums and even "baby" Cattleyas of the bi-foliolate spray types, such as *Lc Kahili Kai* (pure white spray); *C. Amethystoglossa* (pink); *C. Bicolor* (green or brown) and *Lc Charlesworth* (brilliant red).

The cost of the materials—including the wholesale price of the Orchids—never runs over three dollars, but she wouldn't think of selling such a hat for less than *ten dollars* because of the work involved and because the customer thinks more highly of a product when paying what it is *worth!*

It's the *psychology* that has hurt the Orchid market here in sunny Florida, where so many hobby growers have plants in the back yard and peddle their blooms for "peanuts." They don't sell more that way. They just hurt the value of their own product. To illustrate . . .

Every Spring at Junior Prom time, a lot of high school youngsters buy their first corsage for the chosen "Date." A local florist, who thought to attract more of this trade to her shop and "make it easy on the boys" advertised Orchid corsages for \$3.50 each.

Even Adolescents Want Orchids To be "The Tops"

Did it work? It worked, in reverse. She sold fewer at the three-fifty price than she had sold the preceding year at seven-fifty. And the overheard remark of one teen-age girl summed it up:

"I told Roy I didn't want an Orchid, they've gotten so *cheap* and *common!* He had the florist order VIOLETS for me, all the way from Atlanta . . ."

How can a woman in business be so short sighted and use such poor sales psychology? Take heed, and guide your business accordingly.

If you live in a northern town or city you won't have to face such destructive competition. Commercial growers in the north pay terrific fuel bills to heat their hothouses. Wholesalers pay double the first class AIR EXPRESS rates on shipments of cut flowers. To avoid freezing, the boxes must be bulky and well insulated, again increasing shipping costs.

"Why not have the blooms flown to me from Florida?" you may ask.

No, that's not practical unless you can sell enough to justify shipment by Air Freight. Insured Parcel Post or Railway Express charges on a plant with four buds in the bloom sheath are amazingly cheaper than the Air Express charges on the four blooms would be. And, after you have sold the first four corsages the plant produces for you, you still own the plant!

Looking To The Future!

How small or how large you build your Orchid Business is strictly up to you. I can get the plants to you, in perfect condition, every month of the year. (One northern customer who recently renewed her PLANT-A-MONTH agreement, wrote: "In the eighteen months I've been getting plants from you, not a single bud arrived injured!")

I think you will agree with her, that I know how to pack plants so they travel, in all kinds of weather, without damage. You can grow and flower them, by following the *simplest* of instructions. How many you sell; how rapidly you expand; depends on your salesmanship. No one but you can prove how good you are at selling. Even an item as attractive and desirable as an ORCHID will not sell itself without some effort.

I've stressed the sale of corsages (the easiest way to start for most folks); touched on the sale of flowering plants; but I haven't even mentioned the possibility of selling Orchid Seedlings. If, like so many others, you manage to generate not only an enthusiasm for the flowers and mature plants, but a desire to "grow their own" you'll find it profitable to grow and sell seedlings.

Anyone who becomes enthusiastic about growing Orchids (call it the Orchid Bug, Orchid Fever or Orchid Mania, it's a pleasant thing to acquire) is eventually going to want some seedlings. While they require more care than mature plants, they present an irresistible challenge to any "green thumb" artist.

"Look what I grew!" you will exclaim with pride when your first seedling blooms. "When I got it, it wasn't any bigger than that!" measuring off an inch or so with your thumb and forefinger.

A conservative way to find out what you can do with seedlings would be to buy a one-dozen assortment of "Babies" in 1½-inch pots and an aquarium in which to grow them, for the little fellows do need more protection and humidity than the mature plants require.

Average cost of this neat little outfit is twenty-five to thirty-five dollars, depending on the "fanciness" of the hybrid seedlings you select. Or, if you leave the selection up to me, I'll send you the aquarium, rack, and twelve hybrids (each different from all the others) for \$17.50, charges collect. This makes a grand gift for someone who loves to "grow things" but already has most of the standard types of house plants.

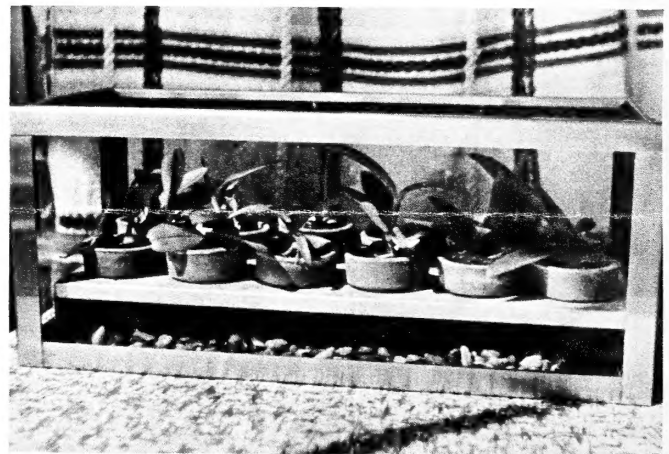
One Thing Is Certain

You'll never find out what you can or cannot do until you try. And you can't even *begin* to try until you own at least one Orchid Plant! Ten dollars investment won't break you, will it?

So why not send me ten dollars for a SAMPLE HYBRID IN BUD (described at bottom of Page 12-A in the FOLDER) and find out if it lives up to my guarantee that it will reach you in perfect condition and bloom for you within two or three weeks?

Up to now, I've done all the "talking" and I guess I've really "bent your ear!" Now let's hear from you. And I hope that one day in the not too distant future, you'll be able to show your once-skeptical friends *your* Orchids and remark with a laugh:

"All this and money, too!"



ORCHID BABIES IN AQUARIUM

Twelve different Hybrid Seedlings in 1½-inch pots nestle in aluminum rack, over moist pebbles. The value of these seedlings should double or triple in one year. Spray and cluster types should bloom in two or three years.

DANIEL RYERSON

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